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# USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

No. 20



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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### KHACHATUROV DISCUSSES LIGHT INDUSTRY MODERNIZATION

Moscow EKONOMICHESKAYA GAZETA in Russian No 26, Jun 81 p 6

/Article by Academician T. Khachaturov: "Valuable Experience of the Retooling and Renovation of Enterprises"/

/Text/ In the 1970's a comprehensive system of measures on the retooling and renovation of many enterprises of the textile and light industry of Ivanovskaya Oblast was elaborated and implemented in practice on the initiative of the Ivanovskaya Oblast Party Organization with the involvement of the collectives of workers and specialists of enterprises, associations, scientific research and design institutes. At the same time the most effective means of the renovation of the enterprises of the oblast were determined and substantiated, recommendations on the use of original design decisions were drawn up and the experience of the adoption of scientific achievements and advanced technological processes was generalized. A comprehensive system of organizational, economic and technical measures on the achievement of the renovation and modernization of enterprises which produce consumer goods, with the minimum expenditures, in a short time and without the halt of production was formed in the oblast.

The experience of the textile and light industry of Ivanovskaya Oblast, where these sectors are leading sectors (one-fifth of the fabrics in the country are produced here), completely confirms the advantages of the policy elaborated by the party of the development and improvement of production first of all by the retooling and renovation of operating enterprises.

The fact that the majority of enterprises of the textile and light industry in the oblast were built more than 100 years ago, must also be borne in mind. This has complicated the retooling of production and has made the renovation of factories and combines especially urgent from both an economic and a social point of view. All these difficulties were successfully overcome.

#### The Great Efficiency of the Ivanovo System

In conformity with the elaborated program the retooling of enterprises was carried out in the following main directions: the updating of the pool of machines and machine tools; the enlargement of the production areas and the increase of the capacity of ancillary works; the use of new technological processes which reduce the changeovers in production, decrease the expenditures of living labor and increase product quality. Much attention was devoted to the improvement of the labor



and daily life of the workers and to environmental protection. It is important to note that during the renovation automated works were set up in the operating buildings at the same time as the replacement of equipment and the building of additions and superstructures.

The renovation and retooling of factories and combines, which were performed mainly by their own forces, made it possible to perform these operations and to assimilate the capacities newly put into operation two to three times more rapidly than in the case of new construction. The indicators of many enterprises attest to the cost effectiveness of the comprehensive system.

Thus, at the Furmanov Spinning and Weaving Factory No 1 the expenditures on renovation were 45.1 million rubles. Its capacity after retooling was 151,300 spinning spindles, including 51,600 spinning and twisting spindles. The production volume in wholesale prices increased by 76.2 percent. The expenditures according to the standards on the new construction of a factory, which is similar in the amount of increase of the commodity output, would have been 30 percent greater than the actual expenditures on the modernization of this old factory. The renovation was carried out over 3 years, while capacities put into operation were assimilated in 1 year.

Great efficiency was achieved during the retooling of the Ivanovo Worsted Combine imeni V. I. Lenin. Here without enlarging the production areas the output of commodity production increased by 20 percent, the capital investments were recovered nine times more rapidly than according to standards for new construction. During the renovation of the Yakovlevo Linen Combine additional capacities for 14,000 spinning spindles and 794 looms were put into operation, the production on automatic looms of jacquard fabrics and other high quality products was assimilated. At the combine the production volume and labor productivity increased more than twofold, while the capital investments were recovered in 2.5 years instead of 4.5 years according to the standard. For the construction of a new linen combine with a capacity equal to the achieved increase of output 55.6 million rubles would be needed-- 2.6-fold more than according to the plan of renovation.

It is possible to cite similar examples for the Rodniki Pol'shevik Melange Combine, the Ivanovo Weaving Factory imeni Krupskaya, the Shuysko-Novinskiy Weaving Factory and other enterprises.

The value of the system developed in Ivanovo also consists in the fact that the modernization of the combines and factories of the textile and light industry was and is being carried out without the halt of production, with a decrease of the number of workers. The latter is especially important, since in practice the entire able-bodied population of the oblast is now already employed in social production and engaged in studies.

The work performed by the workers of Ivanovo deserves a high rating. During the 1970's in the oblast 49 enterprises were completely or partially renovated; 61,400 units of new technological equipment were installed. In all 126,000 machine tools and machines were modernized. The fact that last year alone production capacities were put into operation ahead of time at 51,400 spinning places and 1,880 looms also attests to the increased scale of renovation.

Due to the retooling, renovation and modernization of enterprises the production volume during the 1970's increased by 23.2 percent, labor productivity increased by 40.2 percent; at the same time the number of workers decreased by 27,400.

## In the Process of Creative Research

Very effective design, organizational and economic solutions of the renovation of enterprises were found in Ivanovskaya Oblast under the direction of the oblast party committee. It is possible to assign to them, for example, buildings of a new type--buildings with extensive building on, multistory buildings with technical stories according to the plan of State Design Institute No 6. Such a building was built for the first time for the spinning works of the Furmanov Spinning and Weaving Factory imeni 50-letiya SSSR. Now similar design solutions have been used at a number of other enterprises of the country.

The scientific organizations of the oblast have made a great contribution to the improvement and development of textile production. Thus, the introduction alone in the trimming of fabrics of chambers with infrared radiation of the system of the Ivanovo Scientific Research Textile Institute made it possible to obtain a saving of about 2 million rubles a year. The use of "bale-belt" flow lines made it possible to increase labor productivity by 12 percent. During the years of the 10th Five-Year Plan the economic impact of the work performed at the Ivkhlopprom and Ivtekhnotkan' associations by the Ivanovo Scientific Research Institute of the Cotton Industry was 24 million rubles.

During the renovation a group of inventors of the Special Design Bureau of the Council of Ministers and the Soyuzlegprompusknaaladka Trust proposed an original solution to the cassette pickup of thread from spinning machines. As a result the labor of 2,000 pickers and loaders, who were released from difficult manual labor, was saved. At present all the weft machines and 90 percent of the main spinning machines have been changed over to this method of operation. This is also important because the women at the enterprises of the textile and light industry of the oblast make up two-thirds of all the workers and employees.

Much assistance to the Ivanovo workers in the introduction of the achievements of scientific and technical progress is constantly being given on the part of the institutes of the USSR Academy of Sciences and the USSR State Committee for Science and Technology. The textile workers have received much valuable advice and many valuable recommendations directly from Academician A. P. Aleksandrov, president of the USSR Academy of Sciences, who in recent years has repeatedly visited the oblast. Thus, on his recommendations magnetic devices have been used in flax and wool spinning. Their introduction at the Ivanovo Worsted Combine and the Yakovlevo Linen Combine alone is making it possible to save annually valuable textile raw materials worth 5 million rubles.

The questions of the retooling, renovation and modernization of enterprises were solved in conjunction with measures on the improvement of the production and living conditions of the workers. At the factories and combines 1,687 ventilation units were newly installed and renovated. The lighting of the production areas and the temperature and humidity conditions became significantly better. For the workers of the textile and light industry of the republic 1.2 million m<sup>2</sup> of new housing with all modern conveniences were built. Children's preschool institutions accommodating 6,510 were built. This made it possible to solve completely the problem of providing the children of textile workers with nurseries and kindergartens. Owing to the improvement of the production and living conditions of the workers the turnover of personnel decreased appreciably.

The comprehensive system of the retooling of enterprises of the textile and light industry is creating the conditions for the maximum utilization of capacities--in time and with respect to the productivity of equipment.

The party organizations and the oblast committee of the CPSU are solicitously supporting and disseminating every valuable, new thing that emerges during socialist competition. In Ivanovskaya Oblast measures of an organizational, technical and educational nature on the utilization of the know-how of innovators, for which the Ivanovo Worsted Combine and the Yakovlevo Linen Combine served as laboratories, have been elaborated. These measures were embodied in the comprehensive system of the planned adoption and dissemination of advanced know-how, which has now been firmly established throughout the oblast.

Counter planning underwent extensive development. The Ivanovo workers, as is known, became the initiators of the drafting of counterplans back in 1971. It is difficult to overestimate the role of counterplans in the utilization of all reserves, including in the retooling and renovation of production and the drive for the successful fulfillment of the assignments of the 11th Five-Year Plan.

Relying on the gained experience, the oblast party organization jointly with the USSR Ministry of Light Industry and the RSFSR Ministry of the Textile Industry has elaborated new suggestions on the further development of the comprehensive system of measures on the modernization of enterprises. They were the basis for the decree of the USSR Council of Ministers "On the Retooling and Renovation in 1981-1985 of the Enterprises of Light Industry, Which Are Located in Ivanovskaya Oblast" and additional measures on the increase of the capacities of the cotton enterprises of Ivanovo. An increase of the production capacities by 70,000 tons of thread and 550 million m<sup>2</sup> of fabrics a year is called for. The goal is as follows: to increase the output of finished fabrics in the oblast to 2.44 billion m<sup>2</sup> a year.

The work on the implementation of the comprehensive system of measures on the retooling, renovation and modernization of the enterprises of the textile and light industry of Ivanovskaya Oblast without the halt of production and with the decrease of the number of workers and on the increase on this basis of the cost effectiveness of the output of consumer goods has been quite deservedly nominated for the 1981 USSR State Prize.

7807

CSO: 1827/74



## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### DEVELOPMENT OF CONSUMER COOPERATIVES

/ Moscow EKONOMICHESKAYA GAZETA in Russian No 25, Jun 81 p 2

/ [Article: "Development of Consumer Cooperatives"]

[Text] As a result of the consistent implementation of our party's agrarian policy and constant concern for the good of Soviet people, the nation's consumer cooperatives have become a mass multibranch economic organization that presently unites tens of millions of kolkhoz farmers, workers and rural intellectuals and that actively participates in the implementation of plans for social and economic development.

Through a broad network of trade, procurement and production enterprises, it serves almost half of the country's population. Today 3.2 million persons are employed in consumer cooperative organizations and enterprises.

In the last year of the 10th Five-Year Plan, retail cooperative trade and public catering amounted to 74.5 billion rubles--an increase of 22.6 percent compared with 1975. Consumer cooperatives also sold in cities and workers' settlements 1.9 billion rubles' worth of products purchased from the population and kolkhozes for agreed-upon prices.

There have also been positive changes in the structure of trade. There has been an increase in the share of the more nutritious food in the overall sale of foodstuffs. There has been a considerable increase in the sale of clothing, footwear, consumer durables, furniture, utensils, and detergents.

Cooperative organizations have significantly expanded the network of public catering enterprises. During a five-year period, the increase in the volume of goods produced by them was 31 percent.

The country's cooperatives are constantly increasing the production of consumer goods. Last year, 22,000 industrial enterprises produced and sold almost 6 billion rubles' worth of various kinds of products including 12 million tons of bread and bakery goods, approximately 1.5 billion standard units of canned goods, 146,000 tons of sausage and smoked products, 92,000 tons of confectionery goods, 62 million decaliters of soft drinks, and many other products.

The procurement effort of consumer cooperatives is developing successfully. They procure more than 60 types of agricultural products and raw materials



including more than half of the state's purchases of potatoes, approximately one-third of the vegetables, 20 percent of the fruit, 90 percent of the honey, and 65 percent of the wild fruits and berries.

The branch's material and technical base is being continuously strengthened. Five billion rubles in capital investments have been channeled into the base during the five-year plan. New construction is based on standard up-to-date designs. Top priority is given to the construction of department stores, self-service department stores, shopping centers, large public catering enterprises, and wholesale bases. New stores of the type "Modern Household," "Technology," "Furniture," "Sporting Goods," "Children's World," and others are being built for the countryside. The concentration of the sale of goods of a complex assortment at such enterprises creates greater convenience for the customers and improves the level of trade.

#### In the Light of the New Demands

The 26th CPSU Congress confronted the country's cooperatives with important tasks. We must improve trade services and public catering in rural areas, increase the production of consumer goods, expand the fattening of livestock and poultry, purchase farm products more actively, and make more complete use of the potential for procuring honey, wild-growing berries, mushrooms, nuts, and medicinal herbs.

The Presidium of the USSR Supreme Soviet examined the work of the USSR Ministry of Trade and of Tsentrosoyuz [Central Union of Consumers' Cooperatives] following the party congress and noted serious shortcomings in trade services in the city and the countryside. It was noted that the population still spends a great deal of time shopping, that the level of customer service is still improving at a slow rate, and that the rules of trade are violated in a number of cases.

The attention demanded by the decree of the CPSU Central Committee and the USSR Council of Ministers "On the Further Development and Improvement of the Activity of Consumer Cooperatives" is as yet not everywhere devoted to improving the work of organizations and enterprises in the branch.

For example, many rural trade enterprises in the Ryazanskaya Oblast are poorly supplied with trade equipment and lack wholesale depots and warehouses. Despite this fact, the oblast potrebsoyuz is not activating planned vegetable storehouses and public catering enterprises. Little is done to use the potential of kolkhozes and sovkhoses to build trade enterprises using funds provided by consumer cooperatives. In recent years, the oblast's cooperative industry has not developed a single new product while the share of its production in trade has even declined. Many of the simplest products that the cooperatives or local industry could produce in abundance are shipped into the oblast.

The organization of the supply of goods to branch stores also requires serious improvement. Only 40 percent of all goods are centrally supplied to the retail network from the cooperative wholesale network. At the same time, in some places proper measures are not taken to develop the material-technical base of wholesale trade. Only 19 percent of the warehouse area put into operation in the Russian potrebsoyuz and 11 percent in the Kazakh potrebsoyuz are large depots and warehouses. The Board of Tsentrosoyuz must exercise tighter control over the use of capital investments, strive to direct them toward the construction of large, modern interregional depots and must prevent the scattering of funds in the construction of numerous small warehouses.

The 11th Five-Year Plan calls for the construction of stores with a showroom area of 2.7 million square meters, public dining enterprises with accommodations for 225,000, and approximately a thousand culinary stores and divisions, and cafeterias. The network of department stores and stores specializing in clothing, footwear, consumer durables, and children's wares will be expanded. There will be further development in retail delivery trade and in mail order trade based on orders from both cooperative stores and private citizens.

Cooperatives make a weightier contribution to the augmentation of commodity resources. There will be an increase in the production of nonfood commodities, in particular household items, and the most elementary consumer goods, and in purchases of wild fruits and berries, mushrooms, honey, and medical and technical raw materials. To date, little use is made of gifts of nature in Siberia and the Far East and the Kazakh and Kirghiz union republics. There is a need to establish forest camps and student detachments and to draw pensioners and school pupils into this important work more actively.

#### On the Basis of Integrated Programs

The realization of the tasks facing the branch will be facilitated by the three special programs developed by Tsentrosoyuz for the 11th Five-Year Plan: the program for the integrated rationalization of the activity of cooperative organizations and enterprises; the program for increasing commodity resources; and the program for reducing manual labor and improving the utilization of equipment.

The 10th Five-Year Plan saw the comprehensive rationalization of trade in 2200 rayons, in 100,000 stores and in 5,000 public dining enterprises. The result was 2.5 million square meters of additional showroom space. While it would have been necessary to spend at least a billion rubles to build new stores with this amount of space, rationalization realized the same effect at one-third the cost. But the most important result of this work was the substantial improvement of services to the population, the establishment of conveniences for shoppers, and the saving of their time. The 11th Five-Year Plan will inaugurate a new policy aimed at the comprehensive rationalization of all spheres of activity of consumer cooperatives.

The program for increasing commodity resources envisages a complex of measures designed to increase meat production on the private subsidiary farms of consumer cooperatives, to expand the purchase of agricultural products and raw materials, to increase the harvest of wild fruits and berries, and to increase output at enterprises belonging to the cooperative industry.

The January 1981 decree of the CPSU Central Committee and the USSR Council of Ministers "On Additional Measures to Increase the Production of Agricultural Products on Citizens' Private Subsidiary Plots" calls for the elevation of the role of consumer cooperatives in the purchasing of the output of private plots and for assisting the population in organizing its sale. In this regard, the decree envisages the development of a network of stationary receiving and procurement points and the use of such proven practices as the practice of concluding long-term contracts on the purchase of agricultural products from the owners of private subsidiary plots. The sale of gardening equipment, fertilizers and other commodities must be expanded.

During the present five-year plan, subsidiary farms of consumer cooperatives are slated to produce at least 400,000 additional tons of meat as a result of the fattening of livestock and poultry farming. This will be more than a 2.4 fold increase compared with the 10th Five-Year Plan. Good results in this regard are being achieved by the Rostovskiy, Krasnodarskiy, Belgorodskiy, Ferganskiy, Samarkandskiy, Rovenskiy, Zakarpatskiy, and other potrebsoyuzy. At the same time, consumer cooperatives in the Kirghiz, Tajik and Armenian union republics and in the Tul'skaya, Orlovskaya and Yaroslavskaya oblasts do not devote proper attention to the fattening of livestock on private plots.

Belorussian cooperatives have taken a creative approach to increasing the commodity resources. Under the 11th Five-Year Plan, they envisage a twofold increase in the production of commodities through production at cooperative industrial enterprises and purchases. This initiative was approved by the Central Committee of the Belorussian Communist Party and the Board of Tsentrosoyuz. Cooperatives in the Rostovskaya Oblast, Uzbekistan and other republics and oblasts have followed this good example.

The successful realization of the tasks confronting consumer cooperatives requires improvement in the work with cadres. During this five-year plan 40,300 specialists with higher qualifications, 260,000 specialists with secondary qualifications, and 855,000 workers in the mass occupations will be trained. Normal working and living conditions must be created for them at the local level and an effort must be made to keep them working within the branch.

#### Orientation Toward the Best

In the first year of the five-year plan, the cooperatives must increase retail trade by 2.3 billion rubles compared with the previous year. In the effort to make a worthy contribution to the implementation of the party's plans of improving the people's well-being further, the branch's workers have actively joined in the all-people's competition.

Leading workers in consumer cooperatives have performed exemplary work and have received their Motherland's highest award--the Order of Lenin--for successes in the 10th Five-Year Plan. Among them: T. Leonova, a cook in the Troitskiy Rayon Consumer Society in the Altayskiy Kray; M. Tarachova, chairman of the board, Ussuriyskiy Fishing Cooperative in the Shkotovskiy Rayon of the Primorskiy Kray; M. Nilova, a confectioner at the "Kulinariya" store belonging to the Maksatikhinskiy Rayon Consumer Society in the Kalininskaya Oblast; N. Vasil'chuk, chairman of the board, Khmel'nitskaya Oblast Potrebooyuz; V. Meshcheruk, driver for the Motor Transport Office of the Brestskaya Oblast Potrebooyuz; and A. Laba, senior salesclerk at a store belonging to the Diyevskiy Workers' Cooperative in the Semiozernyy Rayon of Kustanayskaya Oblast.

In 5 months of the first year of the 11th Five-Year Plan, the nation's cooperatives have surpassed the retail trade plan by almost 400 million rubles and--taking the additional target into account--by 78.5 million.

The greeting of Comrade L. I. Brezhnev, general secretary, CPSU Central Committee; chairman, Presidium of the USSR Supreme Soviet, to the recently held First All-Union Rally of Leading Workers in Consumer Cooperatives evoke a new surge of creative energy in the branch's work force. The greeting praised cooperatives for their work

and posed the task of securing further improvement and development of activity directed toward ensuring exemplary service to the population.

In response to the party's concern, participants in the rally urged all consumer cooperative workers throughout the nation to concentrate their efforts on the fulfillment of the decisions of the 26th CPSU Congress; to show more initiative; to demonstrate a creative approach to the work; a high degree of organization; implacability toward shortcomings; to utilize the progressive work experience of collectives in the Krasnodarskiy Kray, Moldavia, and in the Penzenskaya, Vladimirskaia and Ferganskaya oblasts; to improve trade services to the population; and to satisfy the demands of the Soviet people more completely.

5013

CSO: 1827/77



## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### INTRODUCTION OF NEW SUGAR-PRODUCTION TECHNOLOGY URGED

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 16 May 81 p2

[Article by G. Avramets, chairman of the Krasnodar krayispolkom planning commission, L. Mironenko, chief of the Krasnodar krayispolkom food industry administration, and Doctor of technical sciences V. Borovskiy, section chief at the Ukrainian SSR Academy of Sciences Institute of Technical Thermophysics: "Just as Good as Sugar"]

[Text] When processing agricultural raw materials it is very important to reduce the unit cost of the finished product. This can be achieved by reducing losses and waste. The best way of all is a technology that produces no waste. The decisions of the 26th CPSU Congress direct us toward the development and introduction of such technologies.

Take, for example, the existing methods for extracting the sugar from sugar beet. It is complex, and more than that, inefficient. And so a fundamentally new way of producing sugar is worthy of attention, namely obtaining powders from the beet for use as a sugar substitute in the confectionery, baking and other sectors of industry. Scientists at the Ukrainian Academy of Sciences Institute of Technical Thermophysics have proposed such a technology. Its advantage lies in the fact that almost twice as much sugar can be obtained from the same amount of sugar beet, along with other useful substances. And energy inputs will be less than in existing technology.

Each year in the country about 75 million tons of sugar beet arrive at the plants. Each 10 million tons processed using the new technology will yield 2.5 million tons of valuable food powder containing 1.5 million tons of sugar. It should be borne in mind that the existing capacities at the plants are not able to handle this amount of sugar beet within a short time. This is leading to substantial losses. With the new processing method they will be more than halved. Up to one million extra tons of sugar and one million tons of other valuable products can be obtained.

A test production line is being checked out by scientists at the Ukrainian Ministry of the Food Industry Salivonkovo Sugar Plant. Managers and specialists from the North Caucasus association of the sugar industry have shown interest in this innovation and they consider it possible and essential to set up production installations at plants already operating in Krasnodarskiy Kray in order to obtain food powders from sugar beet. The scientists' proposal should be of interest

to all workers in the sugar industry and the planning organs. It is essential to expand and accelerate research and testing work. In our view, this work should be completed in the next 1 or 2 years so that the innovation can be used during the 11th Five-Year Plan.

Fruit powders could become another substitute for sugar. In Krasnodarskiy Kray industry processes 250,000 tons of apples and other fruit each year. They obtain mainly fruit juice from them. As a rule, the pressed residue remaining after processing is used for animal fodder. However, it is precisely this residue that contains the most valuable food substances, namely vitamins, glucose and fructose. Scientists at the same Ukrainian SSR Academy of Sciences Institute of Technical Thermophysics drew attention to this fact. They have developed an original technology and prototypes of equipment for obtaining fruit powders from pressed fruit residue. According to figures from the Pyatigorsk Pharmaceuticals Institute, apple powder contains glucose, fructose, ascorbic acid and useful trace elements. Moreover, large quantities of triterpenoids, which possess antisclerotic and antiallergic properties, are found in them. The powders are very convenient to produce and store. Their use in confectionery, baking and the canning industry not only offers an opportunity to increase product processing but also substantially improves the taste and biological value of the products, and makes it possible to save sugar, flour and cocoa. We think that the innovation is of interest to specialists not only in our kray.

Each year 3.5 million tons of apple, grape and other fruit residues are formed at the country's enterprises, and from this some 500,000 to 600,000 tons of fruit powders could be obtained. Preliminary calculations show that the saving derived from the use of fruit powders in the food industry runs to many millions of rubles. In Krasnodarskiy Kray alone, enterprises processing fruit can make up to 20,000 tons of powders, which is enough to produce 45 to 50 tons of candies. Specialists at the Krasnodar krayispolkom administration for the food industry have developed new kinds of products using apple powder, namely waffles, dragees, candy and nougat. All these candies have been highly assessed in the RSFSR Ministry of the Food Industry. Unfortunately, however, creative search is being met with unexpected and inexplicable obstacles.

For example, the USSR Ministry of the Food Industry Confectionery and Starch Sugar Industry Main Administration (chief: S. Alekhin) has three times returned the "Anis kubanskiy" glazed candy to us without approval. The reason: "inadvisability of using chocolate glaze for candy with cheap fillings." We are aware that it is necessary to use cocoa stocks economically. But where is the logic in using a glaze only for expensive fillings?

We think that the specialists at the Confectionery and Starch Sugar Industry Main Administration should attune themselves psychologically and participate most energetically in expanding the range of confectionery articles that use sugar and fruit powders.

The Ukrainian SSR Academy of Sciences Institute of Technical Thermophysics and the Krasnodar krayispolkom administration for the food industry have drawn up a comprehensive plan for the period 1981-1985 that provides for the construction of more than 20 new shops for the production of fruit and vegetable powders and

products using them. This plan will become an integral part of a goal-oriented program to introduce non-waste technology in the food industry sectors in the kray. This program is now being worked out with the broad participation of scientific research institutes, association specialists and the leading enterprises of the Kuban. And individual directions in this program have already been implemented.

The search for new solutions continues. But the introduction of non-waste technology for processing raw materials is being held up for a number of reasons. The most serious is the lack of essential equipment, even though most units employ simple designs.

It is essential that the leaders of the USSR Gosplan, the Ministry of Machine Building for Light and Food Industry and Household Appliances, and the RSFSR and USSR ministries of the food industry organize in the next few years the series production of this kind of equipment. The new equipment will make it possible to introduce non-waste technology extensively and provide fine goods for the Soviet people.

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CSO: 1827/84

## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### FAR EASTERN SUBSIDIARY FARMS

Moscow VOZDUSHNYY TRANSPORT in Russian 14 Jul 81 p 2

/Article by L. Beschastnykh, engineer for the organization of subsidiary farms of the Far East Administration (Khabarovsk): "Who Is to Deal With Subsidiary Farms?"

/Text The Khabarovsk Aircraft Enterprise needed only a little more than a year to construct with its own resources a hog farm, the estimated cost of which was 218,000 rubles. Today the main building for 350 hogs and a summer base for 300 sows are in operation here, access roads have been mounded and paved, the underground engineering mains have been laid. The construction of a summer pasture with a shed is under way. A warehouse of dock design for the storage of fodders with a total capacity of 250 tons has been built.

The fitting out of the hog farm and its supply with means of mechanization are in the plan of measures for this year.

The development of subsidiary farms at the Vladivostok and Blagoveshchensk enterprises is planned this year.

V. Khorovskiy, chief of the Dal'nerechensk Airport of the Vladivostok Aircraft Enterprise, proposed to organize a sheep raising farm at his enterprise. During the prewar years sheep raising was developed extensively in the Maritime Region. Kolkhozes and sovkhoses kept flocks of sheep with several thousand head each. They were also kept on the private plot. In spite of the availability of pastures and great possibilities for the procurement of coarse fodders, which sheep need, in recent times they have not engaged in sheep raising here, so that, it seems, the suggestion of Khorovskiy merits attention. It is worthwhile to support it and to find means for the creation of a subsidiary farm in Dal'nerechensk.

A poultry factory with an estimated cost of 4 million rubles is being built on a matching basis in Petropavlovsk-Kamchatskiy. A shareholder of it is the Kamchatka Production Association of Civil Aviation, with a subscription of 400,000 rubles.

Such a scale of the organization of subsidiary farms in our administration cannot but give pleasure, but I would like to discuss the problems which arose.

A subsidiary farm in the scale of operations, of course, is far from a modern sovkhos or kolkhoz. There is no equipment, there is no production base. But the most important thing is that there are no personnel. The difficulty of staffing,



especially of such a category of workers as loaders and workers of the feed plant first of all lies in the low wages, the difficult working conditions, as well as the lack of a guarantee of the granting of living space.

Great difficulties also exist in the supply of hog farms with fodders.

And here is another problem.

At some enterprises of the administration the subsidiary farms have been organized on a matching basis. Last year the aircraft workers of the Sakhalinskiy Production Association received 20 tons of meat, but the production cost of a kilogram of pork--6 rubles 30 kopecks--caused the aircraft enterprise considerable losses. The shared management of the farm is not only the amount of assets which is paid into the common cash box of the shareholders, but also the need for the strict monitoring of their expenditures for paying the bills for keeping and feeding the hog population, for paying the hog tenders and so on. The lack of control on the part of the management of the enterprise was one of the main causes of the high production cost of meat.

In practice the trade union organizations of the Khabarovsk Aircraft Enterprise and the Sakhalinskiy Production Association held aloof from assisting the developing subsidiary farms.

In all 16 people work at the subsidiary farm of the Khabarovsk Aircraft Enterprise, but so far socialist competition has not been organized among them; it has also not been organized between subsidiary farms. The bonus is given not as a form of incentive, but along with the wage. The united committee of the trade union of the Khabarovsk Aircraft Enterprise so far is not concerned with the questions of the supply of the workers of the subsidiary farm with special work clothes and the creation of normal conditions at the works. Special literature, which could be of substantial help in the development of animal husbandry, is also not being purchased. The chairman of the united committee of the Khabarovsk Aircraft Enterprise is not showing the desire to deal with the affairs of the hog farm, limiting himself only to the division of the meat among the services.

A characteristic detail is this: when I was not able to solve a problem connected with the subsidiary farm in the united committee of the trade union of the Khabarovsk Aircraft Enterprise, I had to turn to the Far East Territorial Committee of the trade union. Do you want to know the result? Here it is.

"You are turning to the wrong place," came the response of I. Khrustalev, chairman of the territorial committee. "This is not included in the tasks of the trade union."

The position of the chairman is strange, is it not? Is it not just the time to change it, especially as the Presidium of the Central Committee of the Aviation Industry Workers Union has directly indicated the need for the closest attention to subsidiary farms on the part of trade unions?

## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### BREAD CONSERVATION MEASURES URGED

Moscow EKONOMICHESKAYA GAZETA in Russian No 22, May 81, p 8

[Article by N. Volynchikov, director, Lebedyanskiy Machine Building Plant, Lipetskaya Oblast: "Ears of Grain in the Palm"]

[Text] There is truth in the folk saying: a man speaks about the thing that pains him. In my everyday life, I deal with machinery, with a large collective of workers and with the economy of a machine building plant. But nonetheless, my thoughts often turn to the land, to grain. Probably because I was born on the farm and helped my father and grandfather who were grain growers...

What a miracle it is that a single kernel of grain becomes a whole cluster of heavy ears of grain! This natural phenomenon, which astonished me when I was a barefoot boy long ago, is still fascinating to me. This is probably the same trepidation that is experienced by anyone who has ever held aromatic ears of grain in his open hand. They embody the generosity of mother earth and the wisdom of the grain farmer. They are the source of every family's goodness, joy and well-being. These ears of grain feed the entire world. Every city dweller should think about them. And sometimes there is much to think about.

#### Remember and Cherish Bread

I am always especially astonished by the abundance of bread and bakery goods in our cities: long yellow loaves, fresh rolls, hot pirozhki. But I also remember another time. Years of empty shelves and bread rationing. The country exerted every effort to defend its freedom and independence in fierce battles. Bread was at a premium. And in those hungry years who did not dream of a crust of black bread?

Once in the early hours of the morning, I was looking for an address in a strange city. A sunny by-street of one-story cottages ended in a dense copse. The morning air was especially fresh and smelled of a mixture of grasses. Suddenly, the entire aroma of the mixed forest was interrupted by the exciting smell of bread from a nearby bakery. And I immediately recalled the war years, the hungry longing in people's eyes and that tantalizing smell of bread. There is hardly anyone who would not be aroused by it. It is not with the mind but rather with one's entire being that one feels the deep wisdom of the simple words: "If there is bread, there will also be songs...."

And we know the real price of our bread. Its real price is human labor and sweat rather than the kopecks paid for the loaf that has been supplied by our solicitous state.

It is difficult to say precisely what this price consists of. There is obviously much that has to be taken into account. Even the cost of maintaining schools. After all, the schools begin the education of future grain farmers. This price also includes the cost of restructuring villages, the cost of building rural roads, the construction of grain storage facilities, land reclamation, the production of fertilizers, combines, tractors and other agricultural machinery.

And what of the work of kolkhoz and sovkhos equipment operators? It would be no exaggeration if we were to call this work selfless. Winter is the time when tractors and combines are repaired, a time when fertilizer is accumulated in the fields, a time of snow retention. And the workplace is usually under the open skies. Then the snow melts and the land is warmed and the rural machine operator does not see his home from dawn to dusk. Sometimes he even spends the night in the fields. It is not by chance that this time is called the battle for bread.

City dwellers are also thrown into this battle as a major reserve to assist the countryside. But city dwellers have problems of their own. During this crucial plan, they must help grain growers with the harvest and also fulfill their own, frequently intensive quota.

The countryside was in need of particular assistance last summer. Almost everywhere, there was abundant rain from spring to autumn. The grain was tall in our oblast. But the same rain also did much to complicate the harvest. Rarely was there a really clement day when the harvesting equipment could be put into operation. But then the sun would break through the perpetual storm clouds and the fields would come to life. City dwellers had to turn the cut swaths of grain by hand so they could dry. This is how it sometimes happens. The constant rain created a particularly tense situation and workers at our plant realized this fact. They did a good job of helping the kolkhozes without heed to their own work and inevitable losses sustained by the economy and the enterprise. They managed to harvest grain all the same.

#### Bakers Must Also Use Their Heads

Let us now see how grain produced at the expense of such labor and foodstuffs in general are used.

In this regard, it is interesting to visit bakeries and food stores and to observe their everyday work. There are mountains of loaves. You will see virtually no small packages of bread. There is an abundance of long white loaves and buns for you to buy. But there are no rolls weighing 50-80 grams. It would be nice if you could buy a couple of such fresh rolls for tea time, but every time you have to buy a whole loaf. A quarter loaf of, let us say, black bread is not a suitable load for the housewife and so she usually takes a whole loaf. But as we know, bread--especially "surplus" bread--becomes stale. And in the trash cans, you will sometimes see good half-loaves of stale bread or a moldy white loaf. Is this not because the buyer has taken more than he needs?

As we see, the primary reasons for such waste is to be sought in the baking industry itself. An acquaintance of mine who is a plant manager in Voronezh has told me of an imported automated line for the production of the selfsame 50-gram tea rolls that are totally unobtainable in bakeries. The line has been in Voronezh for several years but has not been used. The situation with us in Lipetsk is no better even though the conservation program should be better here than anywhere else in this branch of production that deals with grain, with bread.

Our industry is constantly working to reduce the expenditure of materials. It is improving production techniques. It develops and implements creative plans. Innovators and inventors are always searching for better ways. What can be done with just one percent of the conserved materials? You will see posters with these sentiments in every shop at our plant. A conservation account has also been opened on kolkhoz and sovkhoz fields and on the farms. It would be possible to cite many examples of how rural equipment operators adapt the grain combines to bring in the harvest without losses and how carefully they seal the trucks to prevent the loss of grain in the hauling process.

There are also conservation efforts in the flourmilling and baking industry. But... these efforts are confined to production. A bakery is always trying to find ways of economizing on flour, sugar, yeast, spices and other products needed in baking bread. But this is the economy of "one's own enterprise." It is strange that many even energetic managers and economists give no thought whatsoever to the consumption sphere or the problems that exist in that sphere.

And yet the purposeful work on the conservation of resources is one of these problems. A varied assortment at the bakery is not the whim of the customer but is the conscious striving of the baking industry to ensure the most rational use of our national resource: bread. But if there is a sophisticated automated line in the warehouse and if the consumer is trained to consume large loaves, this means that conservation in the consumption sphere is entirely the concern of the customer: take it or leave it. The consequences of this conservatism are dangerous. Its obvious result is the transformation of bread into waste. But even more harmful is the fact that people become accustomed to the idea that such waste is inevitable, that "there is no bread without crumbs," that it is unprestigious to conserve baked bread which costs the consumer but a few kopecks.

Unfortunately, such views have become quite common. What is more, it is difficult to even find a truly proper attitude toward bread. And this is no exaggeration. What does it matter if bread becomes stale or moldy when there is so much of it and it costs so little! In a sanatorium or a rest home, for example, you can frequently see whole pieces of bread left on the plates together with the uneaten food. It has virtually become a sign of good manners to leave a piece of bread on one's plate. And some tenderhearted people even feed stray dogs bread out of the dining room. This, it must be said, is more than waste.

Metal shavings, steel cuttings, and iron pipe that has served its useful life are not called waste. They are very valuable scrap metal. They are obligated to sell every kilogram of scrap metal to "Vtorchermet." Refractory brick, scrap paper and old clothes are recycled as being highly valuable. Remarkable panels pressed from sawdust are used in flooring and furniture...



## Let Us Reflect on Food Waste

And there is something to reflect on. Bread scraps. It is even unpleasant to say the words: after all, bread has been considered a great gift since time immemorial. But we do say them. We not only say this, but there are really so-called scraps and they exist in very great quantity. And unfortunately they are not diminishing.

No one counts the quantity of food waste. It can only be determined by comparing the actual expenditure of food with expenditure calculated on the basis of scientifically substantiated nutritional norms. However, observations show that this waste is probably such that if it is cut in half, the saving would without exaggeration be sufficient to feed the population of several oblasts. This is how important this task is!

The paramount task is to make full use of food waste primarily for the additional production of meat products. After all, each ton of waste is the equivalent of 250 kilograms of fodder grain. This can be used to produce 45 kilograms of pork for virtually nothing.

This would be possible but it is not done. Our cities have not truly organized the collection of food waste. Only a few hundredths of the food waste actually reach livestock farms; the rest is discarded as garbage. The typical picture is an overfilled garbage can in the stairwell. The contents of the can are rotting. The cans are filled in 1 or 2 days while the garbage collectors come one in 2 weeks. The tenants naturally throw the cans into the street and throw waste into the garbage. After all this, try to convince them they are doing the wrong thing! Will a person who has seen such a picture be taken aback by the sight of a piece of bread thrown into the garbage? Will he be thrift-minded at all?

In my view, our entire educational arsenal must be brought to bear in order to solve this problem. To be sure, in some dining rooms one can even today see the poster: "Conserving bread is a good Russian tradition." But that is all. However you will not see thinly sliced bread in a single public dining enterprise. Every slice weighs at least 100 grams. We do not even have such slicing machines even though they are very simple to make and should be found not only in dining rooms, restaurants, sanatoria, Young Pioneer camps, etc., but in every home kitchen as well.

It would be well to create and show special films on how we handle food products before the main feature in movie theaters. There should also be appropriate lectures on this topic. The economics curriculum of enterprise and institution schools should probably include the study of concrete questions on the price of bread, ways of conserving bread, and the actual per capita expenditures on bread in a number of leading countries.

It seems to me that engineers and workers at plants that produce bread slicing and baking machines have a great deal to accomplish in this area. With every portion they serve, these machines must stimulate the consumer to exercise maximum thrift.

Cafes in the northern Caucasus, for example, serve a tasty flatcake--khichin--which is made using a good butter. It is probably big enough to feed three hungry men. But what of the lone diner?

Naturally, this concerns not only bread, but all manufactured and processed foods.

The appropriate nutritional institutes should also have their say. We probably need recommendations on the most rational distribution of foodstuffs in society.

Soviet people are living better and better. Our country is rich and this is very well. But even in the face of the greatest wealth, we cannot permit wastefulness.

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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### READERS' LETTERS COMMENT ON BREAD WASTAGE

Moscow IZVESTIYA in Russian 19 Jul 81, 2

[Roundup of readers' letters: "Bread, the National Wealth"]

[Text] "When we, grown-up children, visit with our families at our parents' home and sit around the large old table leisurely sipping tea, we talk about our lives and, of course, the subject of recent purchases inevitably comes up." So writes V. Gurinovich from Belorussia. "And mother, who experienced the horrors of war with three small children, always translates the cost of these purchases into bread. We smile, but she says: 'When there is bread, things are not terrible.' And she is very careful with bread--no crumb is wasted. She remembers all too well the goose-foot and the mess of the frozen potatoes, black against the snow, that was the fare of the families at the front; and the oil-cakes, that oh! so dainty dish of the first postwar months, etched so vividly in the memory...."

Now we read about those difficult days in books, and those whose fate led them through the war have let it fade from their memories.

And then, suddenly, this letter. One lady from a major industrial center writes: "You go into the store and there are huge loaves on the shelves. You eat half for supper, and the rest is stale by morning. And so I throw it away because, you know, we do not like to eat stale bread. Some people use the crusts but I think that in this day and age it is shameful to be so miserly. After all, bread costs only a few kopecks, so use them to buy a fresh loaf."

In our country bread does indeed cost only a few kopecks. But that is our cost, the purchaser's cost. For the state a kilogram of bread is not so cheap: the production costs for bread are considerably higher than the retail price. And what value do we place on the titanic labors of those who grow the grain, who in the wind and the cold and the heat, with backs bent for days at a time, work in the fields! What pain every piece of discarded bread must cost them!

Speaking at the third session of the 10th RSFSR Supreme Soviet, the section manager of the "Agronom" sovkhos in Dinskiy rayon, Krasnodarskiy Kray, I. Belyayeva, said: "As a deputy, I experience a feeling of great joy and pride in the successes achieved by the country during the 10th Five-Year Plan. And as a peasant, a worker in agriculture, I have a solicitous attitude toward bread. How dearly it was obtained by so many generations of our people and how difficult the years of poor harvest! Life itself gave birth to the words of that great

Russian writer N.A. Nekrasov when he said that no mere gold nugget could replace a single crumb of bread. During the last five-year plan, three times the weather conditions were unfavorable for agriculture. But not a single Soviet citizen faced the problem of where to get bread; it was always available and on the table of every family. And what is more, for the consumer our bread is the cheapest in the world. This is an indication of the enormous economic might of our state and the great humanity of its structure. [No closing quotation marks]

Our children do not know what it is to be without, when bread is rationed in little bits. And let us hope they never will. But they should be aware of the true cost of bread. This knowledge should be brought home to them daily and hourly, in the kindergarten, in the family and at school.

One reason for the careless attitude toward this valuable food product is that in their pursuit of gross, volume indicators in their work, enterprises in the baking industry favor baking large loaves instead of medium or small loaves. Instead of forming a range of bread products within a standardized limit, in a number of regions in the country where there is no need for it a multitude of new articles are produced, and this reduces efficiency in the use of production capacities at bakeries and increases the expenditure of flour and other raw materials. Very little bread--a total of only 0.3 percent--is available packaged.

There are still cases of the production of substandard bakery articles. Thus, during 1980 some 8 to 11 percent of the bread in the Uzbek SSR, the Kazakh SSR, the Kirghiz SSR and the Tajik SSR, and 21 percent in the Turkmen SSR, was spoilt and had to be reprocessed.

And so, in some places bread is thrown away, sometimes it is used wastefully, and sometimes it does not even get to the consumer. IZVESTIYA readers are reporting on these disturbing facts.

"Dear Editor. We, the inhabitants of the village of Ul'yevaya in Klepikovskiy rayon, Ryazanskaya Oblast, appeal to you for help: the village is poorly supplied with bread. But they manage to bring in vodka, and plenty of it at that--Yelizarova, Penkina, Svirina and other brands."

The first reaction to reading such letters is one of incredulity: surely this cannot happen here. We phone the USSR Ministry of Trade. The chief of the Main Administration for the Food Trade, Ye. Klinkov, does not hide his perplexity:

"The amounts of flour allocated by the state make it possible to satisfy all consumer demand for bread and a broad assortment of bakery products. I can state with all responsibility that there are not and cannot be any objective reasons for complaints about bread deliveries."

What, then, is going on? The IZVESTIYA editorial office sent correspondents to check these alarming signals from readers on the spot. And this is how it was.



The village of Ul'yevaya--a small village of 13 or 16 homes--is located 60 kilometers from Ryazan'. Workers from the Vandovskiy Forestry Production Unit of the Ryazanskaya Oblast Forestry Administration Kriushinskiy Forestry Combine live there. The village has a store and a road from the oblast center leads to it. The workers of the forestry production unit go out onto this road quite frequently and gaze with rapt attention at the horizon: is the bread truck in sight yet?

And it turned out that this is a matter of lack of organization. An old bread truck brings the bread from the oblast center. It services several points. And it frequently breaks down. The forestry combine has offered an open truck but at the main administration for supply for forestry this has been refused because, they say, a special vehicle is needed. And this bureaucratic mess has been going on for a year: letters are written, telephone calls are made, agreements and settlements and attempts at coordination are made. And what could be simpler than to reequip the open truck, faute de mieux?

The inhabitants of several cities and villages in Chitinskaya Oblast are complaining about poor bread supplies. The cause? Several years ago a flour mill went out of commission. And so flour must be brought in from other regions of the country. And the railroad workers frequently fail to maintain their freight-delivery schedules. And so there is a stoppage. Moreover, many bakeries are short of specialists. The Chita combine alone is 100 staff short. The sole residence for workers at the combine has been under construction for 10 years. The oven equipment at the bakeries is old and frequently breaks down. All these facts are known to the soviet and economic leaders. However, no major steps have been taken to eliminate the shortcomings.

And so, in one case they organized a contentious correspondence instead of equipping a vehicle to carry bread. In the other case we are dealing with indifference by those who because of the nature of their activity are obliged to concern themselves with satisfying the basic requirements of the people.

The cases that readers have reported are scandalous. All these facts have been investigated. And everywhere the same picture has emerged: there are not and cannot be any serious grounds that could cause unpardonable breakdowns in the bread trade.

And what has happened as a result? If bread is supplied irregularly to a store then it is quite understandable that people lay in stocks. For two or three days. The bread goes stale and moldy and it is thrown away or fed to the cattle. That is one result. There is another consequence from interruptions in supplies of the product to the consumers. It is known that each bakery works to a plan: a certain amount of products are baked each day. And so if the bread truck does not deliver from a particular point today this means that the extra bread made either remains there at the bakery, undelivered and has to be reprocessed, or it is sent to another store that already has all it needs. Here too, presumably, it still remains unsold. The bread becomes dry and loses its quality. And in the final analysis it is wasted.

It is the direct duty of local soviets of working peoples deputies to teach people to have a careful attitude toward bread and to control its production and trade strictly. There can be no excuse for those who are to blame for breakdowns in supplies or who have a careless attitude toward this most valuable product.

## HOUSING AND PERSONAL SERVICES

### DEVELOPMENT OF PERSONAL SERVICES

Moscow EKONOMICHESKAYA GAZETA in Russian No 21, May 81 p 2

[Article: "The Development of the Personal Service Establishment"]

[Text] Personal services play an important part in the party's social program. They are used by practically the entire population of the country. Every day tens of millions of people avail themselves of these services. The personal service sphere offers over 900 types of services to the Soviet people.

Personal services are highly instrumental in reducing differences in the living conditions of the urban and rural population, in the retention of cadres especially in the countryside and newly settled regions, and in promoting the rational utilization of material and labor resources. By relieving the working people of many household chores, the personal service sphere enables them to make better use of their leisure time. Calculations by experts show that when the working people avail themselves of the socially organized system of personal services, they yearly receive about 70-80 hours of additional leisure time per person compared with the early 1960's.

The personal service sphere did a good job under the 10th Five-Year Plan in the RSFSR, Lithuanian SSR and Armenian SSR. Much has been done to expand personal services in a number of oblasts in the Ukraine, Belorussia, Uzbekistan, Georgia, Latvia, Tajikistan, Estonia and other republics.

Above All, the Concern for Man

At the 26th Party Congress, Comrade L. I. Brezhnev stated that the service sphere is involved in the daily life of millions upon millions of people, that people go to stores, restaurants, laundries, and dry cleaning shops every day. In large measure, people judge our work strictly and rigorously according to the reception accorded to them, the way service personnel talk to them, the amount of time they spend on various chores, and how these questions are resolved.

The 26th Party Congress advanced the problem of bringing about a significant improvement in personal services, of increasing the volume of personal services approximately 1.4-1.5 fold during the five-year period, of improving the quality of fulfillment of orders and the level of service. It called for the accelerated development of personal services in rural areas and in eastern regions of the nation.

The personal service sphere will develop at a relatively more rapid rate in Siberia and the Far East, in the vicinity of the Baikal-Amur Mainline, and in the Non-chernozem Zone of the RSFSR. The network of receiving points, rental shops and barber shops must be brought up to standard in all cities and rural areas. In order to secure the accelerated development of personal services in rural areas, the network of integrated receiving points operating on kolkhozes and sovkhoses is slated for expansion. In a number of oblasts in the RSFSR and Belorussia, self-service laundries, rental shops, barber shops and bathhouses have been set up at these points.

The improvement of the welfare of the working people requires that ever greater demands be made on increasing the volume of services and especially on improving their quality. There are still many regions in which people are dissatisfied with the time it takes to fill orders and with the work routine of the receiving points. There are still cases of indifference and disrespectful treatment of customers of shops and receiving points.

There is a need to improve the material base of the rural receiving network. It must be better provided with buildings and vehicles. On many farms, the receiving points are housed in crowded buildings. They perform a limited number of services of a very narrow mix. The creation of the network of receiving points on kolkhozes and sovkhoses in the Kalininskaya Oblast, Primorskiy Kray, the Checheno-Ingush ASSR, and in the Central Asian and Transcaucasian republics is not complete.

The personal service sphere plays a significant part in supplying the population with clothing, footwear, and furniture in response to the higher demands and varied tastes of the customers. There are numerous examples of this point. In the Anait Production Association in the Armenian SSR, this is achieved through the careful study of public demand, of directions and changes of fashion, and through the high degree of mastery of the workers. Each year, the association develops several dozen new models of knitted goods and variations of them. During the 10th Five-Year Plan, 74 of the association's products were awarded the State Quality Emblem.

Such an approach to the effort is characteristic of many enterprises that sew and repair sewn and knitted goods and footwear in Moscow, Leningrad, Kiev, Riga, in the Kirovskaya, Kuybyshevskaya oblasts, and elsewhere. At the same time there are also enterprises where production is loaded down with the manufacture of ordinary goods of low quality. But after all, the task of personal service enterprises is to make better and more original things than are turned out by mass production.

#### Strengthen the Branch's Base

During the 10th Five-Year Plan, 2 billion [rubles] in capital investments were channeled into the development of the personal service sphere. More than 80 percent of the services (the repair of television sets, refrigerators and other household appliances) and all dry cleaning and laundry were performed by specialized production associations, factories and plants which number more than 4,000.

The role of enterprises at the rayon level in the service sphere has changed significantly. In the Russian Federation, for example, rayon and city combines



have been converted into personal service production administrations whose main task is the proper organization of the reception of orders from the population, the organization of integrated services at a receiving point, the monitoring of the schedule and quality of their performance, the level of service, and the coordination of the activity of production subdivisions. Such work is carried out in the Ukraine, in Belorussia, Kazakhstan, Moldavia, and other republics. Practice shows the correctness of the chosen direction. We must follow this road more energetically.

At the present time, the branch has at its disposal capital valued at more than 4 billion rubles. However the location and technical state of enterprises are uneven and do not always satisfy the demand. For example, almost half of the autonomous republics, krays and oblasts in the RSFSR lack the necessary base for repairing household appliances, radios and television sets.

The repair of household appliances merits special attention. The population owns more than 2.5 billion units of such appliances. In recent years, much has been done so that these appliances would serve people properly. The emergency technical service which repairs television sets and refrigerators within 24 hours of the placing of the service call has won a positive response from customers in Kiev, Leningrad, Rostov, Omsk, Yaroslavl', and other cities. However such service has been organized to date only in capitals and oblast centers and then not in all of them. There is no emergency repair service for household appliances in rural areas.

Just rebukes are evoked by the failure of some enterprises to make good on their obligations to customers with whom they are connected by service contracts. For example, in Izhevsk the radio and television repair production association fails to adhere to the periods specified in the service contract for repairs and preventive maintenance.

The supply of modern machines and mechanisms to personal service enterprises merits serious attention. The branch requires washing and finishing machines for laundries and dry cleaning plants and for the processing of photographic materials and needs systems of machines and equipment for the comprehensive mechanization of basic types of services.

Minstroydormash [Ministry of Construction, Road and Municipal Machine Building], Minlegpishchemash [Ministry of Machine Building for Light and Food Industry and Household Appliances], and other machine building ministries responsible for the production of equipment for the service sphere must be more exacting in carrying out their assigned tasks. As the 26th CPSU Congress emphasized, it is essential to create the truly modern production of consumer goods and services corresponding to the needs of the people.

The industry that produces household appliances is also in the debt of the consumer. The quality of many household machines and appliances is being improved slowly. The population voices major complaints regarding certain brands of television sets, refrigerators, washing machines and tape recorders.

Many products, some of which have been awarded the Quality Emblem, do not even survive the warranty period. Owners of household appliances submit tens and



hundreds of thousands of requests for replacements. This means a loss to the state and the displeasure of the people. Evidently the State Committee for Standards and the State Board of Arbitration have not said their final word regarding the development of more precise criteria of the responsibility of manufacturing plants to observe product quality and to provide for the repairing of their products.

#### Orientation Toward the Best

The party and the state are ever concerned for persons working in the personal service sphere and for enhancing the prestige of occupations in this sphere. Orders and medals have been awarded to more than 11,000 leading workers in the branch for high results attained in the fulfillment of the 10th Five-Year Plan and the Leningrad Production Association for the Repair of Radios and Television Sets has been awarded the Order of the Labor Red Banner.

Many of the country's collectives and workers are fulfilling their labor obligation with honor. For example, this is the only way I. S. Antipov, the mechanic in the Moscow Production Association for the Repair of Household Appliances, and delegate to the 26th CPSU Congress, views his work. The collective of the shop where he works does not know reproaches. The shop always extends a friendly welcome to the customer and tries to do a good job and to complete work on schedule. The same can also be said of the following persons who were also delegates to the party congress: T. G. Koroleva, a cutter in the Moscow "Zima" Production Association; G. L. Kolpashchikova, a knitter in the Chelyabinskoye "Uralochka" Association; G. N. Kukoverova, a tailor in the Vologodskoye Clothing Repair and Sewing Association; and V. Ye. Shabadeya, a cutter in the Kaliningradskaya (Moscow Oblast) Clothing Repair and Sewing Factory.

In the present year, 8.5 billion rubles' worth of personal services are to be performed--6.6 percent more than last year. The widespread socialist competition for a worthy observance of the 26th Party Congress has made it possible to get a good start. The four-month quota for the sale of services has been met for the nation as a whole. There was a good beginning to the year in the personal service sphere in Uzbekistan, Georgia, the Baltic republics, Leningrad, the Smolenskaya Oblast, and the Krasnoyarskiy Kray.

The success of many republics, krays, oblasts, and individual collectives has been promoted by the development of local initiative, by the good support of personal service personnel by local Soviets of People's Deputies which in the light of the recent decree on their role in economic construction are called upon to take a still more active part in the search for and realization of reserves for improving services to Soviet people.

A number of regions in the Russian Federation, the Ukraine, Belorussia, and others have accumulated and continue to develop the experience of participating in the improvement of the personal service system of industrial enterprises, organizations and facilities of the service sphere at plants and factories, in workers' hostels, and at the place of residence of workers and employees. This facilitates the solution of the problem of retaining cadres and of increasing labor productivity.

However, we must not fail to note that many of the shortcomings named above have not yet been eliminated. There is a lag in the four-month plan in the Azerbaijan SSR.

The plan for the realization of services in rural areas of the Ukraine has not been fulfilled. The rate of development of some types of services is lower than envisaged in the plan.

Personnel in the personal service sphere have the task of ensuring the strict monitoring of the integrity of socialist property, the rational use of raw materials, supplies, and labor resources; of strictly observing price lists and service rules.

The duty of all labor collectives in the service sphere is to eliminate shortcomings, to improve their work continuously, to respond effectively to the decisions of the party, to which the concrete concern for the concrete individual and his needs is the beginning and the end of economic policy.

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## CONSUMPTION TRENDS AND POLICIES

### SYSTEM FOR STUDYING, FORECASTING CONSUMER DEMAND ANALYZED

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[Article by candidate of economic sciences F. Krutikov, department chief at the All-Union Scientific Research Institute of the Study of Consumer Demand and Marketing Conditions: "To Develop and Deepen the System of Comprehensive Study and Prediction of Consumer Demand in Trade and Industry"]

[Text] In the program for improving the national well-being envisaged by "Main Directions in the Economic and Social Development of the USSR 1981-1985 and for the Period through 1990" special significance is given to the more complete satisfaction of consumer demand for various goods and services. The party numbers this task among the most important tasks.

Further substantial improvement in the organization of study on consumer demand is an objective precondition for its successful resolution. The 26th CPSU Congress provided a specific principle on this question: to improve work in trade and industry on the study of demand, and to take more fully into account the specific nature of demand in the various population groups and regions of the country. In combination with the main tasks put forward by the congress for the economic and social development during the 11th Five-Year Plan and during the eighties as a whole, this principle makes it possible to define new tasks in the field of studying demand and measures to improve this work.

At the present stage, the main purpose of studying demand should be the determination of conditions in which demand can be more completely satisfied, while the main directions are the substantiation of long-term programs for the development of consumer goods production and the topical orientation of trade and industry in the formulation of five-year and annual plans for the production and delivery of these goods. Moreover, in contrast to former years, study of demand must be of an active nature. Today, a simple statement of the level satisfaction of demand or imbalance with goods available will not suffice. Information on demand should contain anticipatory signals about possible problems in the consumer goods market, and also specific recommendations for solving these problems, taking into account the rational and economic use of resources.

The most constructive way to achieve these ends is to switch to the implementation of goal-oriented, comprehensive programs to study consumer demand in accordance with the territorial-sector principle. Such programs could provide for joint monitoring of consumer demand in various parts of the country by all interested economic organs, using the goal-oriented principle and a unified plan. The outcome should be an agreed, scientifically substantiated evaluation of public demand for specific goods for the upcoming five-year period, along with conclusions about the conditions in which this demand can be more fully satisfied (production volumes, proportions in the product range, the topical content of production renewal, the utilization of local resources, measures on the formulation of demand and so forth).

Implementation of goal-oriented, comprehensive programs objectively presupposes the use of new and more efficient organizational structures which insure that studies of demand are switched to an intersector basis and that their purposefulness is reinforced. These requirements are best met by the creation of an intersector system for studying the population's requirements for consumer goods. The system should combine the information flows from trade and industry and organize them in such a way that the use of information on demand promotes greater soundness in management planning decisions, and also in production management and the availability of consumer goods.

The first step in this direction has already been taken. In October 1980 a special commission of the Interdepartmental Council for the Study of Consumer Goods Demand under the USSR Ministry of Trade adopted a system for the comprehensive study and prediction of consumer demand in trade and industry [SKIPS], and recommended its introduction. It should be said that the development of SKIPS was the most large-scale investigation of organizational and methodological problems in the study of demand ever conducted in our country. It was carried out during the period 1976-1980 in accordance with the program of the USSR State Committee on Science and Technology with the participation of 11 ministries and administrations, namely, the USSR Ministry of Trade (head organization), the Central Union of Consumers' Societies, the USSR Ministry of Light Industry, the USSR Ministry of the Food Industry, the USSR Ministry of the Fish Industry, the Ministry of Industrial Communications [Minpromsvyazi], the Ministry of the Electrical Equipment Industry, the Ministry of Machine Building for Light and Food Industry and Household Appliances, the RSFSR Ministry of Local Industry, the USSR Academy of Sciences and the USSR Central Statistical Administration. The efforts of 17 scientific research establishments belonging to these ministries and administrations were coordinated by the All-Union Scientific Research Institute of the Study of Consumer Demand and Marketing Conditions.

SKIPS in trade and industry is a goal-oriented information system whose basis function is to pass on to management organs information about the status of and prospects for the development of demand--information that is essential in order to make sound decisions about the production, delivery and marketing of consumer goods. The SKIPS mechanism is based on the interaction of autonomous systems in the comprehensive study and prediction of consumer demand in the industrial sectors, and also in the state trade system and the consumer cooperative (sector SKIPS). Interaction is accomplished by the regular exchange of information on demand in accordance with agreed lists of indicators and materials. The system has the capability of solving 62 complexes of sector and intersector tasks of



an informational, analytical and predictive nature, including constant prediction of the structure of demand, determination of demand for goods to make up orders (trade) and planning the range of output (industry), and evaluation of demand for new goods and a number of other capabilities.

During the period February through August 1980 SKIPS was introduced on an experimental basis in order to check out design decisions under real production and trade conditions. The experiment was conducted using 19 sets of descriptions for goods in the Latvian SSR, Altay Kray and Rostovskaya and Chernigovskaya oblasts. A total of 68 production associations and industrial enterprises and 40 retail and wholesale trade organizations and enterprises participated. In the process of the test introduction, 15 sector and 13 intersector tasks were solved, including 7 automatically.

Results from the test introduction indicate that SKIPS enhances the organizational and methodological level of work on studying demand and promotes a more correct evaluation of demand for goods and strengthens the influence of trade on production. All those participating in the experiment, notably the RSFSR, Ukrainian and Latvian ministries of trade, the development and start-up of SKIPS is a timely and useful thing and work in this direction should be continued. Practical workers note particularly that the system offers new opportunities for trade to exert an influence on suppliers on the basis of their interaction in evaluating the level demand and supply for commodities.

Thus, despite the complex market conditions, during the course of the experiment suppliers accepted a number of suggestions from the trade organizations to rearrange their product ranges taking into account information on demand obtained during joint planning measures. For example, by using the possibilities afforded by SKIPS, in Rostovskaya Oblast the program for the production of sewn articles was corrected and consumers received goods enjoying greater demand to the tune of almost R3 million instead of goods that had declined in popularity. In the Latvian SSR production volumes and deliveries of standard-lamps were increased and four new models were put into production. In Chernigovskaya Oblast manufacturers received information that enabled them to avoid the premature withdrawal of certain models of radio receivers from production.

The results of the test introduction refute the skepticism of individual specialists regarding both the idea of developing SKIPS and its potential for improving efficiency in studying demand. At the same time, it would be a serious error to claim that all problems have been solved with the introduction of SKIPS and that the national economy will obtain an intersector system for studying consumer demand. SKIPS is still not such a system in the strict and accurate meaning of the word.

In particular, the SKIPS structure lacks integrated, interdepartmental subsystems and components, and also a unified (common) coordinating center. The principle of standardization of the main design decisions has not been fully realized. Sector SKIPS in trade and industry independently organize their own information and methodological backup, and it is precisely this circumstance that determines their autonomy. This substantially hampers the basic idea--the intersector exchange of information--and leads to duplication of some kinds of monitoring and also of some elements of methodologic backup for the system. For example, two methods have been worked

out for constant prediction of demand for goods for compiling orders (in the USSR Ministry of Trade and in the Tsentrsoyuz), and seven methods for studying demand for new goods, according to the number of participating industrial ministries, although in our opinion there is no objective need for this and standard decisions are quite possible.

This situation is in no way explained by omissions or inadequate work by the research workers but by the features of the principles on which SKIPS was developed for trade and industry. The researchers had as their goal the rationalization of an already existing system for studying demand in which the emphasis was laid on the interaction of trade and industry. The program of the State Committee for Science and Technology, concretized in sector technical tasks, provided for the development and introduction, on an experimental basis, of rational organizational schemata for services that study demand, data backup and goal-oriented methodologies for studying and predicting demand according to a set list, in each sector independently. Thus, the question of an intersector system for studying demand was not posed at this stage. The idea of such a system and the conviction that it is needed arose during the course of work on designing SKIPS and was especially reinforced after the results of its test introduction had been analyzed.

Today, assessing the results of the work that has been done, we can say that the most important result is the determination of the principles and specific ways of implementing a systems approach to the study and prediction of demand. This makes it possible to obtain a more precise idea of the outlines of an intersector system and the requirements made of it, and, accordingly, current and future tasks in developing it. Accordingly, the development of SKIPS in trade and industry can and should be regarded as a first link in the work to organize within the country an intersector system for studying demand for consumer goods.

The creation of such a system is a complex problem that will take some time to solve; and the reason for this lies not only in the organizational difficulties, as some specialist suggest, even though this circumstance can by no means be ignored. The fact is that at any given moment the parameters and functions of a system for studying demand should approximate as closely as possible the structure of planning and production management and the marketing of consumer goods, which, as is known, is being constantly improved and perfected. Consequently, the creation of an intersector system for studying demand should be accomplished as a planned process of constant development of existing and the formation of new structures applicable to the improvement of planning and the management of the economy as a whole and of the economic ties between trade and industry in particular. And today that structure is SKIPS. It must be developed taking into account the aims of the 26th CPSU Congress and the complex of measures worked out to improve the economic mechanism.

The specific tasks in this field for the 11th Five-Year Plan may be defined as follows:

the industrial start-up of sector SKIPS in trade and industry when they have undergone test introduction;

extending the range of action of SKIPS as a result of switching new sector industries into it;

improvement in the structure and the mechanism by which the system functions, taking into account new tasks in the study of demand;

the transfer of resolution of the most important tasks to an automatic mode;

the creation of a normative-legal basis insuring the practical realization of decisions on listed problems.

Two tasks can be distinguished among these in terms of complexity and priority: the industrial start-up of SKIPS and improvement in the structure and the mechanism by which the system functions, taking into account new tasks in the study of demand.

The commissioning of SKIPS in industrial operation is of special significance for further improvement in the organization of the study of demand within the country. Judging from the results of the test introduction it should serve as a powerful stimulus for developing this work in industry, in particular, for creating there specialized services to study demand and introduce scientifically substantiated methods for evaluating it, without which there can be no question of planned monitoring, effective interaction between trade and industry, or improving the value of information on demand. This work will acquire a qualitatively new and more purposeful character in the trade organizations and at enterprises where workers for the commercial apparatus will be recruited along with the specialized subsections.

At the same time it is essential to emphasize that the start-up of SKIPS in trade and industry is an exceptionally serious and crucial task and it can be successfully resolved only with careful and comprehensive organizational preparation. The start-up of SKIPS in industrial operation presupposes the universal and complete switch to a new procedure for work on studying demand. It must be recognized, however, that today by no means all trade organizations are ready for this, not to mention industry. Accordingly, it is advisable to effect the introduction of the system in stages by sequentially including in it the most prepared trading organizations and sectors of industry (in line with the creation of the necessary organizational preconditions and as experience is gained), but at the same time taking into account those groups of commodities for which the most complex marketing conditions exist. The start of all this work should be preceded by a preparatory stage, namely the test-industrial operation of the system using as examples just a few goods, with the participation of all elements and levels of management of the corresponding subsectors of trade and industry from top to bottom.

The advantages of such an approach are obvious. First, it makes it possible to avoid mistakes whose possibility cannot be ignored if the system is introduced in its entirety. Second, a reserve of time is created for formulating the necessary organizational structures and information backup, and for training specialists and preparing them psychologically. Third, opportunities are made available for the timely adjustment of the system and the more correct determination of the tasks involved in its development, taking into account the experience that is gained.

These considerations have formed the basis of a specific program for the start-up of the industrial operation of the sector SKIPS that will be introduced on an experimental basis during the 11th Five-Year Plan. During the period 1981-1983 it is intended to effect its test industrial introduction using individual



groups of articles in the light and food industries, along with output from the Ministry of Industrial Communications and the Ministry of the Electrical Equipment Industry in a number of oblasts of the RSFSR and the Ukrainian, Belorussian and Latvian union republics. During 1984-1985 it is proposed to extend the introduction of the system to other kinds of output in these sectors, together with the Ministry of the Radio Industry and the Ministry of Instrument Building, Automation Equipment and Control Systems, which will be switched into SKIPS in 1981, resulting in an expanded sphere of operation for SKIPS. At the same time, during 1981-1983 standard methodological instructions will be drawn up for the start-up of the system for broad industrial operation.

Another most important task is the conducting of scientific research work in order to improve the structure and the mechanism by which SKIPS functions, taking into account the complex of measures to improve the management of the economy and to strengthen the links between trade and production.

As is known, the main period for national economic and sector planning is the five-year plan; and this is changing the entire structure of the interrelationship between trade and industry in a fundamental way. Henceforth, the basis of this interrelationship will be long-term economic ties between commodity manufacturers and the wholesale trade enterprises and organizations. Orders for the production of goods will be presented for five years broken down into annual periods, and delivery agreements will be concluded for the same period. The responsibility of wholesale enterprises and organizations for the soundness of the orders and the continuous supply of goods to consumers in the required product range is being reinforced.

With the introduction of five-year agreements between the main administrations of the USSR Ministry of Trade (or wholesale organizations of the union republic ministries of trade) and industrial associations (or main administrations of the ministries), the cost-accounting relations between management organs in trade and industry are being substantially enlarged, and the responsibility of the middle- and upper-echelon sections enhanced for the soundness and coordination of production and delivery plans. The leading (head) ministries and administrations for consumer goods will acquire the function of general suppliers.

In this connection, the need objectively arises for appropriate correction to the SKIPS function and the inclusion of additional tasks solved within its framework; which in turn requires a certain restructuring of information backup and hence of the organizational structure of the system. And here the main attention should be given to strengthening the intersector aspects in the SKIPS function in trade and industry.

During the period 1981-1985 it is intended to develop and introduce the following new (additional) complexes of tasks: determination of demand for goods in order to substantiate five-year agreements between management organs in trade and industry; evaluation of the volumes and structure of demand for groups of goods in order to compile statements of demand and orders for the production and delivery of goods for the five-year period (broken down by year); evaluation of unsatisfactory demand in the group product range; studies of demand for new commodities in wholesale and retail enterprises and organizations; operational monitoring of the consumer goods market in trade and industry.



Resolving these tasks under the new conditions of activity requires not only a substantial improvement in the efficiency with which available sources and channels for obtaining information are used, but also the formation of new information flows. This will provide:

the reception of strictly goal-oriented information that is of equal value for all SKIPS users;

unhampered transmission of information in a form ready for use on demand in a "question-and-answer" mode;

the necessary (within agreed limits) coordination of monitoring in industry and trade of consumer demand and the consumer goods market.

In our opinion, the best way to do this is through the formation within the structural part of SKIPS of interdepartmental, integrated subsystems and components according to the type of data banks in collective use. In particular, during the 11th Five-Year Plan it is planned to add to SKIPS information backup using a whole series of subsystems. These include primarily a system already devised by the All-Union Scientific Research Institute of the Study of Consumer Goods and Marketing Conditions and accepted by the client that accounts for the production of and demand for cultural and personal goods, household articles and haberdashery not distributed centrally. This system is able to function automatically. Provision has been made for the development and experimental introduction (using one or two commodity groups) of a system for monitoring the market on the basis of panel surveys. Work will also be started on the creation of an intersector data bank that should form the basis of a combined bank for the consumer market within the country. The normative base for this data bank will be a constantly updated machine-processed card file. It is intended to test it experimentally using radio articles.

Obviously there is no need to make a special point of proving that all this will require further rationalization of the organizational structure of the sector SKIPS in trade and industry and throughout the entire system. It is necessary, in particular, to strengthen coordination and increase the volume of joint work on studying demand in the production and turnover spheres, provide the essential methodological guidance and expand the proportion of scientific research work in the total flow of information. In trade this task is resolved since the sector has specialized scientific research establishments at its disposal. In industry the question remains open, especially in the system of leading (head) ministries and administrations. There is a need to clarify the organizational scheme for services to study demand; today the variants range from two-level (the Ministry of Industrial Communications) to five-level (the USSR Ministry of Light Industry); this must also be done in trade, where individual trade systems have been dropped from the structure of the sector service.

Accordingly, during the period 1981-1983 a standard organizational scheme will be drawn up for the services that study demand in the industrial sectors. Moreover, it is already clear even now that it is essential to include in it as a coordinating element, sector scientific-practical centers to study consumer demand and the

consumer goods market. These centers, in cooperation with the All-Union Scientific Research Institute of the Study of Consumer Demand and Marketing conditions, should implement goal-oriented, territorial-sector programs to study consumer demand, along with organizational and methodological leadership for the demand services in the corresponding sector. This task is especially urgent for leading (head) ministries.

At the same time the general scheme for services that study demand in trade will be clarified. What we have in mind here is the provision of greater compatibility between the structure of these services within the USSR Ministry of Trade and Tsentrsoyuz system, and also the inclusion in it of other state trade organizations. There is a need to reexamine the function and tasks of wholesale enterprises and organizations in this field. In the logic of things, under the new conditions they should become regional-sector centers for studying the market for goods corresponding to the products list in its region of activity.

One important part of work to develop SKIPS during the 11th Five-Year Plan will be the creation of a normative-legal basis for the realization of the tasks characterized above. Here, two key questions may be distinguished. First there is the compilation, agreement with interested sectors and introduction of general rules for the services studying demand in trade and industry. The general rules should be given the character of a normative act defining the tasks, functions, rights, form, procedure for interaction and obligations of these services, and also their responsibility for the soundness of assessments and predictions of demand. The second is the creation of standard documents, common to the entire system, that regulate the main questions in the development and function of the sector SKIPS in industry. This should facilitate and accelerate the resolution of tasks connected with the creation of the corresponding structures in ministries and administrations brought into the system for the first time. At the same time, these documents should include the elements of the structure inherent in the intersector system for studying consumer demand. During the period 1981-1983 a Standard Technical System will be drawn up for the creation of the sector SKIPS and a Standard Software for the sector SKIPS in industry.

These are the tasks involved in developing a system for the comprehensive study of consumer demand during the 11th Five-Year Plan. Their resolution will promote the implementation of the decisions of the 26th CPSU Congress to improve the study of consumer demand in industry and trade and to satisfy it more completely. Experience shows that the main conditions for the successful resolution of the tasks that have been set are the strengthening of cooperation between science and practice, and the active participation in this work of the union republic ministries of trade and their wholesale organization, together with local party and soviet organs.

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